

**NATIONWIDE
NATIONAL GUARD OF ARIZONA
HUMAN RESOURCE OFFICE
5636 E. McDowell Road, Bldg M5710, Phoenix, AZ 85008-3495
PHONE (602) 629-4800; DSN 853-4800
WEBSITE: <http://dema.az.gov/>**

**TITLE 5 EXCEPTED
VACANCY ANNOUNCEMENT**

ANNOUNCEMENT NUMBER: 18- 432T OPENING DATE: 14-Aug-18 CLOSING DATE: 31-Aug-18

POSITION TITLE, SERIES, GRADE, AND POSITION NUMBER:

Public Affairs Specialist, GS-1035-11, MPCN:121B-001

KNOWN PROMOTION POTENTIAL: NONE

SALARY RANGE:

\$63,192-\$82,152 PA

SUPERVISORY ☐ MANAGERIAL ☐

NON-SUPERVISORY/NON-MANAGERIAL ☒

LOCATION OF POSITION:

JFHQ Public Affairs Office, PHOENIX, AZ

APPLICATIONS MUST BE MAILED OR HAND CARRIED TO: Human Resources Office, 5636 E. McDowell Road, Bldg M5710, Phoenix, AZ 85008-3495. Applications must be received by close of business (1530 MST) on the closing date shown above or if mailed, postmarked no later than the closing date. The Human Resources Office will not accept applications that are mailed at government expense, exceptions to hard-copy delivery may be considered on case-by-case basis. Please contact 602-629-4826/4834 for consideration. Faxed applications will not be accepted.

AREA OF CONSIDERATION: This is a National Guard Title 5 Excepted Service position and is **Open to all US Citizens** Individual selected will receive a Permanent Appointment after successful completion of a one year trial period.

INSTRUCTIONS FOR APPLYING: Individuals applying for vacancies with the Arizona National Guard may submit Optional Form 612 (Optional Application for Federal Employment), or a Resume. Application must contain the Announcement Number, Title and Grade(s) of the job being applied for. Personal information must include full name and address (including ZIP Code), Day and evening phone numbers (with area code). Work experience information should be limited to either paid or nonpaid experience directly related to the position that the individual is applying for and must include: Job Title, Duties and accomplishments, Employers name and address, Supervisors name and phone number, starting and ending dates, hours per week and salary.

Applicants MUST submit a completed AZNG Form 335-2-R (Knowledge, Skill and Ability Supplement) or a separate document explaining how they meet each Knowledge, Skill and Ability listed below and a Resume or the Optional Form 612.

VETERAN'S PREFERENCE:

In accordance with 5 CFR §335.106, Veteran's Preference will be considered for vacancies under merit promotion when an agency accepts applications from individuals outside its own workforce.

REQUIRED DOCUMENTATION:

Eligible veterans must claim their veterans' preference on their resume and during the application process for federal positions using the proper documentation. To receive the 5 point preference (TP) rating the individual must provide member copy 4 of their Certificate of Release or Discharge from Active Duty (DD 214) for verification. To receive the 10 point preference the Application for 10-Point Veterans Preference form (SF-15) must accompany application and additional documentation detailing characterization of service.

EVALUATION PROCESS: Each applicant must **FULLY SUBSTANTIATE** on their application how they meet the requirements listed in the specialized experience area; otherwise applicant will be considered unqualified for this position. Applications will be evaluated solely on information supplied in the application (OF 612) or resume. Experience will be evaluated based on relevance to the position for which application is being made. Include job titles, starting and ending

dates (month and year), hours per week, salary, duties/accomplishments, employer(s) name and address, and supervisor(s) name/phone number and permission to contact.

EDUCATION:

For substitution of 36 month Specialized Experience requirement, applicants must possess one of the following: Ph.D. or equivalent doctoral degree *or* 3 full years of progressively higher level graduate education leading to such a degree *or* LLM, if Related.

DESIRED EDUCATION (in conjunction with meeting specialized experience requirement mentioned below): Bachelor's Degree in communications, journalism, or English with an emphasis composition and rhetoric preferred.

If you are relying on your education to meet qualification requirements must submit College Transcripts:

Education must be accredited by an accrediting institution recognized by the U.S. Department of Education in order for it to be credited towards qualifications. Therefore, provide only the attendance and/or degrees from schools accredited by accrediting institutions recognized by the U.S. Department of Education.

Failure to provide all of the required information as stated in this vacancy announcement may result in an ineligible rating or may affect the overall rating.

CONDITIONS OF EMPLOYMENT:

- Participation in the Direct Deposit/Electronic Funds Transfer Program.
- Federal employment suitability as determined by a background investigator.
- May be required to successfully complete a probationary period.

EQUAL OPPORTUNITY: The Arizona National Guard is an Equal Opportunity Employer. Selection for this position will be made without regard to race, religion, age, national origin, sex, political affiliation, marital status, membership or nonmembership in an employee organization or any other non-merit factor.

REASONABLE ACCOMMODATION POLICY:

Federal agencies must provide reasonable accommodation to applicants with disabilities where appropriate. Applicants requiring reasonable accommodation for any part of the application process should follow the instructions in the job opportunity announcement. For any part of the remaining hiring process, applicants should contact the hiring agency directly. Determinations on requests for reasonable accommodation will be made on a case-by-case basis.

A reasonable accommodation is any change to a job, the work environment, or the way things are usually done that enables an individual with a disability to apply for a job, perform job duties or receive equal access to job benefits.

Under the Rehabilitation Act of 1973, federal agencies must provide reasonable accommodations when:

An applicant with a disability needs an accommodation to have an equal opportunity to apply for a job.

An employee with a disability needs an accommodation to perform the essential job duties or to gain access to the workplace.

An employee with a disability needs an accommodation to receive equal access to benefits, such as details, training, and office-sponsored events.

You can request a reasonable accommodation at any time during the application or hiring process or while on the job. Requests are considered on a case-by-case basis.

Learn more about disability employment and reasonable accommodations or how to contact an agency.

Relocation Incentive may be offered:	YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>
PCS may be offered:	YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED FOR SUCCESSFUL PERFORMANCE IN THIS POSITION:

Each applicant should fully justify on their application how they meet each KSA listed below using AZNG Form 335-2-R to reference the justification.

1. Knowledge of and skill in modifying or adapting standard communication methods to new informational materials with the goal of enhancing public, special interest group or NG member's understanding and support of NG programs and/or significant issues.
2. Knowledge of and skill in gathering and evaluating data from a variety of sources concerning the effectiveness of communication programs in reaching their target audience.
3. Knowledge of and skill in developing new informational materials, including news releases, internal publications, fact sheets, social media content, and radio and television spots.
4. Knowledge of communication skills (written and verbal) sufficient for developing UPAR's Public Affairs training materials and administrative skills sufficient to oversee and evaluate the UPAR's training program.
5. Knowledge of organizational and research skills sufficient to locate archived subject specific print and broadcast media materials, and use these as a basis for developing current articles on the same subject or issue.
6. Knowledge of NG and/or military programs and ability to apply judgment skills sufficient for determining whether controversial information should be released for internal/external public use.
7. Skill in developing and maintaining effective relationships with media representatives, community groups and other internal/external audiences, to ensure open lines of communication between the state's NG PA office and its audiences.

SPECIALIZED EXPERIENCE: Must have 36 months experience, education or training involving a thorough knowledge of writing and communication principles, methods and techniques that relate to public affairs of the military. Experience developing new information materials including news releases, fact sheets, brochures, booklets, broadcast spots, social media content, etc., that increase communication with the agency's audiences. Experience making on-the-spot presentations to audiences with opposing points of view or erroneous understanding of agency positions. Experience responding timely and appropriately to requests for information concerning agency programs and services.

BRIEF JOB DESCRIPTION: This position is located in the Joint Force Headquarters – State, Personal Staff, Public Affairs Office (PAO). The primary purpose of the position is to assist the state's Public Affairs (PA) Officer at the strategic and operational level, with particular emphasis on developing segments of more complicated or sensitive communications campaigns and executing the Arizona National Guard's communication objectives. Assists the Public Affairs Officer in the formulation of long-range plans and policies to enhance public understanding, support and acceptance of Public Affairs programs and/or activities statewide. Researches and develops informational materials and complete communication campaigns for release to audiences through electronic and hard copy media. Prepared materials explain or describe the mission of the NG, NG accomplishments, policies, programs or actions taken to ensure the NG's compliance with state and federal regulatory requirements. Written materials include news releases, display advertisements, fact sheets, feature stories, background statements, special reports, social media posts, etc. Coordinates the analysis of response data on communication campaign effectiveness with programs managers. Responds to media requests for information of both a routine and controversial nature. Prepares or assembles information kits, edits informational materials drafted by subordinate public affairs specialists or unit UPAR's, releases photographs and/or feature stories to the news media, coordinates media interviews with NG subject matter experts and arranges photographic and electronic media coverage of newsworthy NG events. Maintains close working relationships with officials of various civic, media and community groups and Department of Defense personnel, as well as state and national government officials outside the NG. Provides training to UPAR's on PA program policies, practices and processes. Coordinates and evaluates the effectiveness of training and training materials and develops recommendations for program enhancement. Reviews all press releases, feature stories, background statements, special reports, etc., developed by UPARs, prior to their release to the media. Creates new or adapts or modifies accepted communication campaign formats to reach a target audience with a specific message. The selection of a communication campaign format is based on an analysis of targeted audience demographics and message content. After an informational campaign has been implemented, solicited and unsolicited response data is gathered to assess campaign effectiveness in reaching the target audience. If the campaign's results do not meet expectations, the incumbent identifies issues of concern, develops alternatives and after discussing these with the appropriate administrative personnel, implements the most appropriate option.

SELECTING OFFICIAL: CPT Aaron Thacker
